



WCMA NEWS

Your source for the latest
in dairy processing

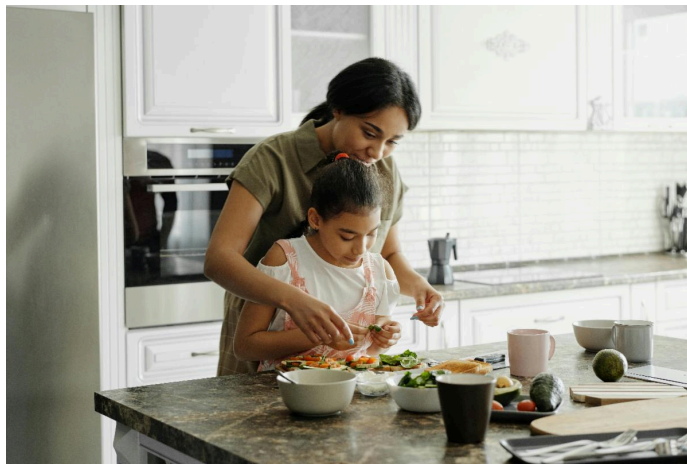
January 6, 2026

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NEWS

FDA Previews New Dietary Guidelines for Americans



The new Dietary Guidelines for Americans, expected this month, will be ["small" and "streamlined,"](#) according to Kyle Diamantas, Deputy Commissioner for Human Foods at the U.S. Food and Drug Administration (FDA). In an interview with POLITICO, Diamantas also said the guidelines will aim to ["minimize the consumption of ultra-processed foods."](#) He declined to share a timeline for developing a federal definition of ultra-processed foods (UPFs), an effort WCMA opposed in a [September letter to federal officials](#). [READ MORE...](#)

USDA Outlines 2026 Research Priorities



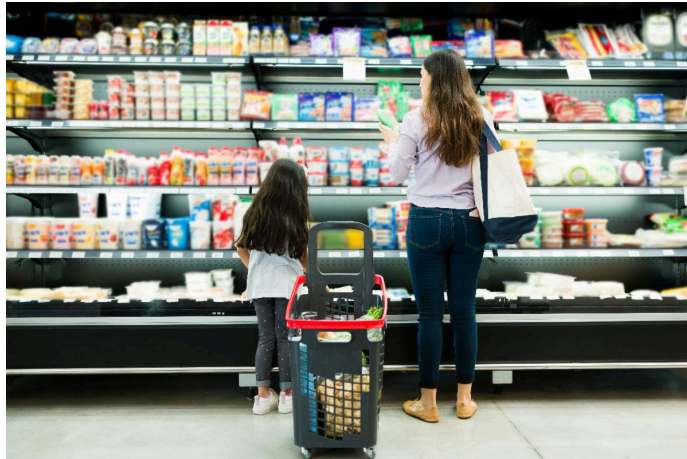
In a [new memo](#), U.S. Department of Agriculture (USDA) Secretary Brooke Rollins has set the agency's research and development priorities for 2026. The December 30 memo directs staff to focus their efforts on five areas, including two that could directly impact dairy: expanding markets for U.S. agricultural products and improving human health through precision nutrition. Rollins [said in a news release](#) that the memo acts as a "strategic roadmap" for USDA researchers. [READ MORE...](#)

Final USDA Survey Shows Increase in Food Insecurity



The latest Household Food Security Survey from the U.S. Department of Agriculture (USDA) shows [13.7 percent of American households](#) experienced food insecurity in 2024 - [the highest rate recorded in ten years](#). The report, issued last week, is the final edition after three decades, after USDA [announced in September](#) that it will no longer conduct the annual survey. [READ MORE...](#)

SNAP Waivers Take Effect in Five States, Restricting Purchases



As of January 1, Indiana, Iowa, Nebraska, Utah, and West Virginia are tightening restrictions on the types of foods consumers can purchase using their Supplemental Nutrition Assistance Program (SNAP) benefits. The U.S. Department of Agriculture has so far [approved waivers for 18 states](#), allowing them to restrict SNAP purchases of items such as soda, candy, and other processed foods. Additional waivers are set to take effect next month in Idaho and Oklahoma, with more states implementing their waivers throughout the year.

Wisconsin lawmakers have [proposed similar restrictions](#) in [Assembly Bill 180/Senate Bill 154](#). WCMA is working on an [amendment](#) with the bill authors to ensure that protein bars with dairy ingredients would not be categorized as candy.

Wisconsin legislators are also considering amending this proposed legislation to address the federal government's decision last July to increase the share that states will pay for SNAP administrative expenses from 50 percent to 75 percent. In Wisconsin, raising administrative costs will require a state investment upwards of \$30 million more per year. Members with questions may contact [WCMA Senior Director of Programs & Policy Rebekah Sweeney](#).

USDA Awards Process Cheese Contracts to WCMA Members



The U.S. Department of Agriculture [awarded contracts](#) to WCMA members Associated Milk Producers Inc. and Bongards Creameries to provide over 4 million pounds of process cheese for use in federal food distribution programs.

A list of [open USDA solicitations](#) and information on how to [become an approved vendor](#) is available [online](#).

Headlines

Wisconsin

- KTBS-TV: [Wisconsin celebrates the New Year with the annual Cheese Drop in Monroe](#) (Featuring WCMA member Chalet Cheese Cooperative)
- Wisconsin Public Radio: [Mount Horeb small business launches cream liqueur made with Wisconsin dairy](#)
- Wisconsin Public Radio: [Deportations are set to "explode" — a huge worry for farmers already facing a labor shortage](#)

National & Global

- Farms.com: [U.S. dairy wins Colombia trade case](#)
- Yahoo News: [Dairy leader expects difficulty finding workers "if we don't allow more laborers in"](#) (Featuring WCMA member Bel Brands USA)
- Valley News: [Vermont's agriculture exports to China surge 80 percent, defying U.S. trade slump](#)
- The Washington Post: [A cheese-stuffed sweet potato trend led me to butterkase, my new crush](#)

EVENTS & CONNECTION

Deadline Extended for Expo & Contest Marketing Opportunities

It's a new year - make it the best one yet for your business. Start strong with impactful marketing opportunities at two of the dairy processing industry's biggest events: [CheeseExpo](#) and the [World Championship Cheese Contest](#). For a limited time, we've extended the deadline for all CheeseExpo & Contest sponsorships and advertisements. **Act now through January 15** to secure yours!

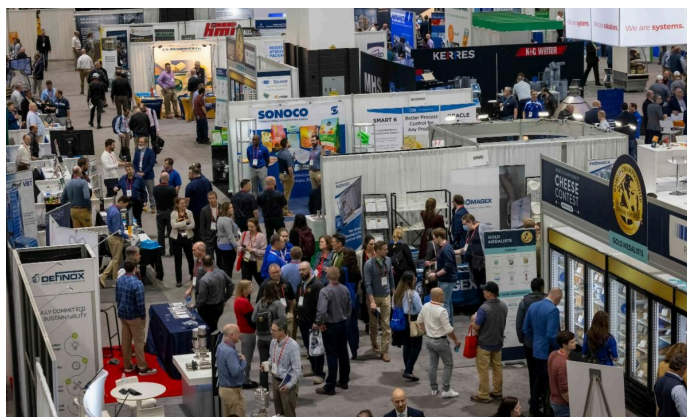


**VIEW CONTEST
OPPORTUNITIES**



**VIEW CHEESEEXPO
OPPORTUNITIES**

CheeseExpo Exhibit Space Nearly Sold Out: Reserve Now!



Booth space on CheeseExpo's largest-ever tradeshow floor is filling fast - already **92 percent sold!** Now is your chance to reserve exhibit space at North America's largest gathering of dairy processors. [Act now to ensure your company's presence](#) at the event where business opportunities take shape.

BOOK YOUR BOOTH

EDUCATION

Learn, Network at WCMA Dairy Sustainability Group Meeting



Register today to connect with peers and expand your knowledge at the upcoming hybrid meeting of [WCMA's Dairy Sustainability Group](#) on Wednesday, February 4, from 10:00 a.m. to 2:00 p.m. (CT). [This engaging gathering](#) will offer valuable networking with industry peers, the latest news and updates in dairy sustainability, and informative session presentations focused on key topics shaping the industry.

REGISTER NOW



FEATURED: WEBINARS

Learn more about WCMA's programs & services in this special rotating section! This week, we spotlight WCMA's free member webinars.

Explore New WCMA Webinar Library

Webinars

Learn the latest from key industry players in WCMA's free member webinars.

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Learn from key industry players in [WCMA's expansive library of past webinars](#), available on-demand on our website - now in a refreshed, user-friendly format!

[WCMA's webinar series](#) is free to all current members, and features timely, meaningful topics impacting the dairy industry. [Browse the full webinar library on demand](#) and take advantage of this valuable resource.

Sign Up for 2026 WCMA Webinars

Take action now to join in WCMA's free member webinars in 2026! In addition to planned offerings on [trends in cheese sales](#), [dairy processing technology](#), and [the future of dairy markets](#), members can now sign up to receive email notification of additional webinar offerings throughout the year. Simply [log in to your Member Compass](#) at [WisCheeseMakers.org](#) and select "WCMA Webinars" in your communication preferences.

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